With UNITED ARTISTS

AROUND THE WORLD

KEEPING SALES OFFICES ALL OVER THE WORLD IN TOUCH WITH UNITED ARTISTS ACTIVITIES

Vol.1 No.3 October 1, 1932

Special

BRITISH

and

DOMINIONS

Issue

UNITED ARTISTS OF THE WORLD

By this time, news of the international alliance between United Artists and British and Dominions Film Corporation, Limited, has penetrated to the furthermost outposts of our foreign organization.

It is of vital importance that you men fully realize the magnitude and significance of this affiliation - the United Artists of the World - which is certain to earn for our company a deeper regard among exhibitors and a loftier leadership in the industry than ever before.

The tremendous value that your executives attach to this alliance - an alliance which, we firmly believe, will be permanent - was signally demonstrated by the extraordinary publicity measures used to broadcast the history-making announcement on August 24th.

Bear in mind that over a period of many years, British and Dominion has occupied the same preeminent position in the film industry of Great Britain that United Artists has held here in the United States. The leading stars, the most successful directors, the outstanding creative talent in England are identified with British and Dominions.

For United Artists to be associated with such a powerful producing unit - an organization guided by the same high ideals and quality standards of entertainment as our own company - is both an honor and a privilege.

It imposes, however, on each and every one of us a deep obligation - first, to build up for the B & D stars, directors and producers in all foreign territories the same widespread popularity that our own stars, directors and producers enjoy; second, to create for B & D pictures a world-wide market, so as to justify their confidence in turning their product over to us for distribution.

To this end, I call upon our foreign legion to enlist all its splendid manpower, all its great resources, all its boundless enthusiasm, all its resourceful and enterprising showmanship.

Arthur W. Kelly
Vice-President & Treasurer

ADVANCE PUBLICITY CAMPAIGN

ON B&D STARS AND DIRECTORS

IS OF PARAMOUNT IMPORTANCE

Now that the British and Dominions deal has been signed, sealed and delivered, every one of our foreign offices is faced with the immediate problem of backing up the B&D personalities and pictures with an aggressive, intelligent publicity campaign.

We say immediate problem, because, though the major contract does not go into effect until January 1st, we have secured a portion of their 1932 program for certain territories for immediate distribution.

The publicity campaign must be launched in advance of the release of these pictures. That's just common sense. A builder doesn't put up the framework of a house until he has first laid down the foundation. And it would be stupid and short-sighted to release the B&D product in any territory before there has been built up in that territory a strong foundation of popularity and good will for the B&D stars, featured players, directors and producers.

From your own experience you know that the success of a picture depends to a very great extent upon the public's enthusiasm for the personalities appearing in it. Obviously, the public lacks interest in people it knows nothing about. So it is most important that the B&D stars be thoroughly exploited before the public is asked to patronize their pictures.

Naturally, you must be given the proper tools to work with in this vital building campaign. We have made arrangements to have publicity matter on everything pertaining to B&D product sent you direct from London, where the pictures will be produced. Mr. R. Norton is the man in charge of this service. He will see to it that a steady flow of publicity goes out to our foreign offices week in and week out, so that you will get all the information and ammunition necessary to publicize the B&D personalities and pictures effectively.

Inasmuch as your sales efforts on the B&D product will be carefully scrutinized by the Home Office and you will be held strictly responsible for results in your territory, you have every right to expect 100% cooperation on this publicity service. And we assure you that you will get that kind of cooperation from Mr. Norton.

However, should you at any time find yourself handicapped in your exploitation of the B&D product because of lack of sufficient publicity material, let us know about it at once. We ask you to do this in fairness to Mr. Norton, as well as for your own protection. Mr. Kelly doesn't want any manager, six months from now, to offer the alibi of improper publicity service as an excuse for a poor showing.

MAKE THESE 8 POINTS THE BASIS OF

YOUR PUBLICITY CAMPAIGN ON B&D

1. Send the trade press, fan magazines and newspapers a story (such as the sample story on the following page) announcing the tieup between United Artists and British and Dominions. To illustrate the story you should send the trade papers photographs of the UA and B&D stars and producers.

2. Follow this up about a week later with another story to the trade papers listing the B&D pictures you will actually release in your territory right away. Give full information about the pictures as to cast, type of story, etc.

3. Publicize this B&D tieup in your direct mail contact with exhibitors.

4. When you are ready to start selling the pictures, you will, of course, run trade paper ads on them.

5. To popularize the individual B&D stars, start bombarding newspapers and fan magazines with biographical data, human interest stories, etc., about the players, and interesting articles on the films in which they will appear.

6. Set up in your exchange a photo display of the B&D stars and directors, along with stills from the B&D pictures, with suitable catch-line copy. Make this display as prominent as possible, so that it catches the eye of every exhibitor who visits the office.

7. You will find outlined in this issue details of a special contest that will prove particularly helpful in impressing the entire B&D program on the public. Arrange with some newspaper or fan magazine to run this contest. It will prove a good circulation builder for them.

8. Hold a preview for the press of the first one or two B&D pictures you release, in order to give the whole program the right kind of a send-off.

(Sample tradepaper story)

UNITED ARTISTS CLOSES WORLD DISTRIBUTION DEAL

WITH BRITISH AND DOMINIONS LIMITED

Marking the first international alliance in the motion picture industry, United Artists announces that it has completed negotiations to handle the distribution of British and Dominions product throughout the world.

Thus, British pictures, which have heretofore been limited to distribution within the United Kingdom, will now receive world-wide circulation. It means, moreover, that such popular English stars and producers as Herbert Wilcox, Jack Buchanan, Tom Walls, Ralph Lynn, Sydney Howard, Anna Neagle, Dorothy Bouchier, Elsie Randolph and Winnifred Shotter will be associated with such leading American stars and producers as Mary Pickford, Douglas Fairbanks, Charlie Chaplin, Gloria Swanson, Ronald Colman, Eddie Cantor, Al Jolson, Joseph M. Schenck, Samuel Goldwyn, Howard Hughes and D.W. Griffith - a veritable United Artists of the World!

This alliance of United Artists and British and Dominions brings together two major production units guided by the same high ideals and quality standards of entertainment. The two companies have often been compared to each other. United Artists Corporation was organized for the purpose of permitting independent stars and producers to express themselves artistically without being controlled by the ordinary mechanics of mass production, and British and Dominions was founded along similar lines.

Executives of both companies firmly believe that the art of the motion picture is international in its scope - that it knows no frontiers, no limitations of nation or race, no barriers of language. They are convinced that theatres in every corner of the globe will heartily welcome pictures of merit no matter where they originate.

With a world-wide market now in view, British and Dominions will so design their forthcoming productions that they will exert a universal appeal. Appropriations will be infinitely increased to meet the new requirements.

As a result of this alliance United Artists will be able to offer exhibitors in this territory the greatest variety of quality pictures of any distributing organization.

USE THIS CONTEST

TO START OFF THE SEASON OF NEW PICTURES

Here is a simple little newspaper contest that involves no work or worry and will start the people in every town talking about the new United Artists pictures.

Get the first-run exhibitor in every town who has contracted for all the UA product to run this contest under his own auspices in a tieup with his local newspaper. He should offer what prizes he can afford.

The idea of the contest is to list all the pictures haphazardly and give prizes to those persons who best weave the titles into a running story that makes sense.

Here is a suggestion using four titles out of the new UA group of pictures:

> When MR. ROBINSON CRUSOE met THE KID FROM SPAIN during a heavy RAIN they came to a PERFECT UNDERSTANDING

Get the idea?

See sample contest story on the next page. Adapt it for use in your local newspapers and insert the names of all the product you distribute in your territory. That would include all our own UA product, the B&D pictures and any Columbia pictures that you handle.

(Sample contest story for newspapers)

Hearken to this, you cross-word puzzlers! Here's something simpler and just as much fun. And there are prizes to be had in addition - $10 in cash and a number of free theatre tickets. Everyone can play this game. Here is the idea:

Manager John Jones of the Rialto Theatre has just completed arrangements whereby he will offer the first showing in New York City of the new group of United Artists pictures. These photoplays are said to comprise the finest group of screen entertainment ever offered to picture-goers, as they represent the pick of the product of the largest studios in the world, backed by the greatest financial resources and the most famous group of stars.

Among these productions are pictures starring Mary Pickford, Douglas Fairbanks, Charlie Chaplin, Gloria Swanson, Ronald Colman, Eddie Cantor, Al Jolson, Jack Buchanan, Tom Walls, Ralph Lynn, Sydney Howard, and various others. The stories range from world-famous society dramas to hilarious comedies, and include several out-and-out musical films.

Below is a list of the titles of these pictures. Arrange these titles so they weave into one continuous, intelligible story, using every title. Here's an example:

> When MR. ROBINSON CRUSOE met THE KID FROM SPAIN during a heavy RAIN they came to a PERFECT UNDERSTANDING

There are four of the titles combined into a running story. Now add all the rest.

To the persons forming all these titles into the best running story the Morning Journal will give $5 in cash. The second best story will win $3 in cash. And the third best combination will be awarded $2 in cash. Writers of the seven next-best stories will each receive a pair of free tickets to the Rialto Theatre.

The contest will continue for six days, ending at noon on Saturday, October 22. Manager Jones will begin to present the first of these new United Artists pictures, "White Zombie," two days later, on Monday, October 24. Winners of the contest will be announced on Monday at the Rialto Theatre and their names will be published in the Morning Journal the following day.

Here is the list of pictures to be worked with:

WHITE ZOMBIE - MR. ROBINSON CRUSOE - RAIN - THE KID FROM SPAIN- I HAVE BEEN FAITHFUL - HAPPY-GO-LUCKY - PERFECT UNDERSTANDING - etc. (Note: Continue with list of B&D and Columbia pictures you handle in your territory)

There you are! Now get busy!

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